

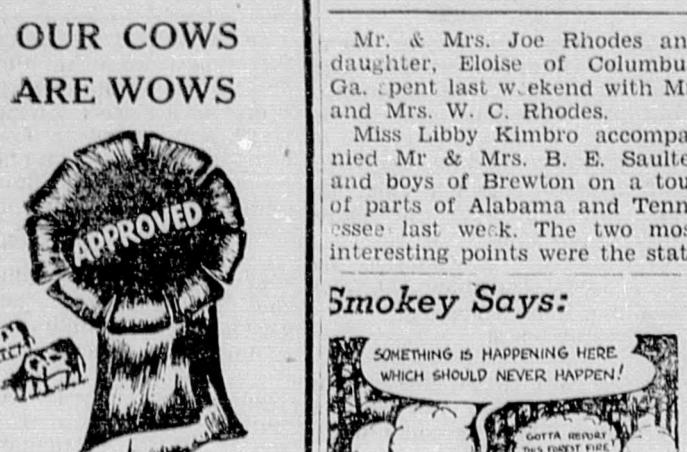




Thursday, July 26, 1951

Obey—Traffic Laws  
Don't Be A Killer

## KINSTON NEWS



OUR COWS ARE WOVS  
Mr. & Mrs. Joe Rhodes and daughter, Eloise, of Columbus, Ga., went to the beach with Mr. and Mrs. W. C. Rhodes.

Miss Libby Kimbro accompanied Mr. & Mrs. B. E. Sauter and boys of Brewton on a tour of parts of Alabama and Tennessee last week. The two most interesting points were the state

**Smoky Says:**  
SOMETHING IS HAPPENING HERE WHICH SHOULD NEVER HAPPEN!

Our cows are inspected regularly, kept in top condition...to give you the very best milk. Buy our fresh, rich milk every day.

PASCHAL'S DAIRY  
ENTERPRISE

YONDER DRIVE-IN THE  
Friday, July 27

Kiss Tomorrow  
Goodbye  
James Cagney  
Barbara Peyton

Saturday, July 28  
Jungle Goddess  
Georgia Reeves  
Wanda McKay

ALSO  
Law of the Golden  
West  
Monte Hale

Ricardo Montabon  
George Murphy

Thurs.-Fri., Aug. 2-3  
Border Incident

M & O DRIVE IN THEATER

One Mile Out the Damascus Road  
ENTERPRISE

53%

of U. S. consumers live in communities of under  
10,000 population—but not even half of most products are sold there



Bigtown U. S. A. has potential sales for greater than currently sold, far greater than you have sold it.

For example, 53% of filling station sales, yet what oil company's advertising and sales efforts match this? It is 30% of all food sales, yet what food company's advertising and sales efforts match this? It is 28% of all drug products, yet what drug manufacturer can match this? It is 31% of all retail sales, yet what individual company can match this?

While we doubt that very many manufacturers' sales managers can match even these lower percentages, we know

only a very, very few can prove 53%.

The opportunity is there. The larger percentage is possible for you. We can prove it by new specific products.

But to succeed, the results of which are now available on request from the first state-wide survey, while similar research is now being conducted in a second state.

The overflow of big city circulation depended on hasn't

## People, Spots In The News

JUST DUCKY FOR THE HEAT—Lit-  
tles get cool in Brooklyn's Children's  
Swim Center, where the feathered swimmers in  
the duckpond.

SWIM FOR HEALTH  
National Swimming Queen poses with her trophy on  
New York rooftop.

THE bad part of most forest fires  
are people, who don't mean to be  
careless with matches!

Our cows are inspected regularly, kept in top condition...to give you the very best milk. Buy our fresh, rich milk every day.

PASCHAL'S DAIRY  
ENTERPRISE

YONDER DRIVE-IN THE  
Sunday, July 29-30

San Francisco  
Jeanette McDonald  
Spencer Tracy  
Clark Gable

Tues.-Weds., July 31-Aug. 1  
Square Dance  
Jubilee

Dan Berry  
Marybeth Hughes

Saturday, July 23  
Jungle Goddess  
Georgia Reeves  
Wanda McKay

ALSO  
Law of the Golden  
West

Monte Hale

Ricardo Montabon  
George Murphy

Thurs.-Fri., Aug. 2-3  
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## College Students Getting Jitters, Educators Report

CHICAGO-American college students have war jitters, university officials throughout the nation report.

As result many men students have adopted a "what's the use" attitude and dropped out of school.

The survival of more than 55 college students in the service has caused many students had been called into reserve units and that large number of students planned to enter after military discharge.

Robert Cain has accepted a position as house mother of the boys dormitory at the Baptist Orphanage Home in Troy, Ala., and will enter at the post office at Elba, Alabama, as second class matter, under the Act of Congress of March 8, 1879.

Mr. & Mrs. Williams Home

Mr. & Mrs. Williams Home  
residents of their home in the Brunson hotel apartments Monday after an absence of two weeks Mr. Williams is recuperating from a collapsed lung he suffered while vacationing.

University of Texas official said about 400 students had dropped out of school to enlist in recent months.

Students at Princeton said dormitory janitors had been asked to make a check to see if any who came back from Christmas holidays.

University officials there predicted their enrollment would drop to 2,000 next fall, may one-third.

Victims of Worry

A Duquesne University official said a check showed that five percent of the students had adopted a worried attitude, and were cutting classes and ignoring their studies. He said another 20 percent were the victims of worry and depression.

Other universities reported many students were ignoring their classes and that grades had dropped in many cases.

J. D. Williams, chancellor of the University of Mississippi, reported: "The majority of the students in the upper classes have exhibited restlessness, indecision, confusion, frustration and in some instances despair on the part of most students. This is a real concern, especially to the faculty who are worried that actually were not able to active duty."

At Yale, Harvard, Dartmouth, Brown, Princeton, a general jitters was reported. A Dartmouth spokesman said the school already had lost a "sizeable percentage" of students through enlistment.

The University of Florida, J. Hill Miller, the president, selected students in an effort to combat the despondent attitude caused by the war threat and draft. Professor said grades in all except required subjects were down and the student newspaper estimated about 50 men a week were quitting school to enlist.

Scholastic Averages Drop

"We need a clearer outlook for students," said Willis Tate, vice president of Southern Methodist University. "Many of the upper students—the top, the lower half of their class—definitely are studying less. After all, they've lost their incentive because of the present draft law."

He said there was "much hysteria and misinformation" on the campus and reflected on the part of men faced with the threat of changes in the draft law.

Other schools reported the scholastic average had dropped slightly.

For example, the average of the terrible turnout at present" and a bitterness among students.

Frustrated Setter Is Made Happy by Bad Golf Players

BIRMINGHAM, AL.—Zev's Peppermint Candy Company, a chain of 100 stores, has a frustrated English setter. His owner was too busy to take him to the field more than once or twice a year.

Then along came Harry Wheeler, Zev's owner, took him out on the golf course for a run. Someone hit a golf ball and Zev wanted to retrieve it. Wheeler ordered the dog to sit. Zev had to do it.

Then when a ball dropped into the rough and an unapologetic golfer beat the bushes and a vain attempt to find it. Wheeler gave Zev the "go ahead."

Zev almost had a heart attack on the missus and then the need to dash the brush after it. A few moments later he retrieved. Before the afternoon was over, Zev had found six golf balls.

Zev had a new occupation now—retriever of lost golf balls. His owner says he's no longer a frustrated dog.

The only sound measure is: Apply your advertising cost against reader traffic for your advertisement. Then, assuming your sales record experience proves you have good selling copy, will seriously want to talk with us about the Bigtown U. S. A. market and the local papers that always sell best in any market and really do it cheaper in Bigtown U. S. A. You could sell 53% of your volume.

It costs less than you think to get profitable sales in Bigtown U. S. A. You could sell 53% of your volume.

## THE ELBA CLIPPER

Established in June, 1896  
PUBLISHED EVERY THURSDAY

Editor  
Business Manager

Entered at the post office at Elba, Alabama, as second class matter, under the Act of Congress of March 8, 1879.

SUBSCRIPTION RATES

In Alabama One Year	\$2.00
4x Months	\$1.25
2x Months	\$2.50
1x Month	\$1.50

NOT GREEDY

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NOT GREEDY

Mrs. Buddy Pomplin of Mobile was a guest of her parents, Mr. & Mrs. L. L. McCurt last week.



## Bells Crossing

## "SMALL BUSINESS"

By G. WILSON HARDER

Mr. & Mrs. Jim and Bill of Quincy, Fla. were guests of his parents, Mr. & Mrs. J. F. Robbin, Dozier.

Mr. & Mrs. J. W. Chandler and S-Sgt. & Mrs. A. B. Caudley and their children were calling in Opp on last Wednesday.

Mr. Lena Medey of Opp visited her sister, Mrs. Ray McCarl last week.

Other visitors were calling in Opp. Mrs. & Mrs. Levy Foley of Elba and Lorraine Spurin of Kinston were brief callers here last Sunday while enroute from Troy.

Mrs. Lou McCurt and daughter were calling in Troy last Tuesday.

Mr. & Mrs. Kidd of Enterprise were guests of their parents, Mr. & Mrs. J. T. Kidd last week.

Mrs. O. C. Smith of Elba was a weekend guest of her mother, Mrs. J. T. Mayberry.

Billy Jacobs of Ft. Jackson, S. C. was a weekend guest of his parents, Mr. & Mrs. Robert Jacobs.

Austin Morrow of Spring Hill, Fla. was a guest of Mr. & Mrs. Fells Morrow last Thursday.

Mr. & Mrs. W. P. Foley and

Don't Forget

## ALL NIGHT GOSPEL SINGING CONCERT

By Roy McCormick's Gospel Quartets

August 3, 1951

8 O'Clock

High School Gym

Admission same as being charged by all other towns.

Sponsored by

Elba Fire Department

## OFFICE SUPPLIES

NOW IN STOCK

### Mimeograph Supplies

Stencils

Paper

Correction Fluid

Ledger Sheets

### Typewriter Needs

Ribbons

Paper

Type Cleaning Fluid

Scotch Tape

In large economy size rolls for the merchants.

Paper Clips

Glue

### Stamps Pads (Black & Red)

Air Mail Labels

Staples & Staplers

Adding Machine Rolls

Carbon Paper

### Legal Forms

Short Mortgage Notes

Warranty Deeds

Timber Deeds

Long Mortgage Forms

Rent Notes

OPS Pricing List Form

We have a quick mail order service to secure any items not carried in stock.

## The Elba Clipper

## "SMALL BUSINESS"

By G. WILSON HARDER

Senate delay on House \$7 billion tax boost bill, causes consternation among business and labor. Every day the public will hear more about the squandering of American wealth.

Senate delay on record-setting tax base bill could wreck other projects would be developed with American money.

It is now learned how money was spent. Of the \$90,000, \$25,000 was given to the British, given to the British African colonies and the balance less than \$3 million, is.

Senate delay on record-setting tax base bill could wreck other projects would be developed with American money.

Some Senator is bound to ask why Americans should pay taxes with billions of additional taxes.

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The letters FTC are supposed to be sent for the Federal Trade Commission. Many now say that was a good idea.

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